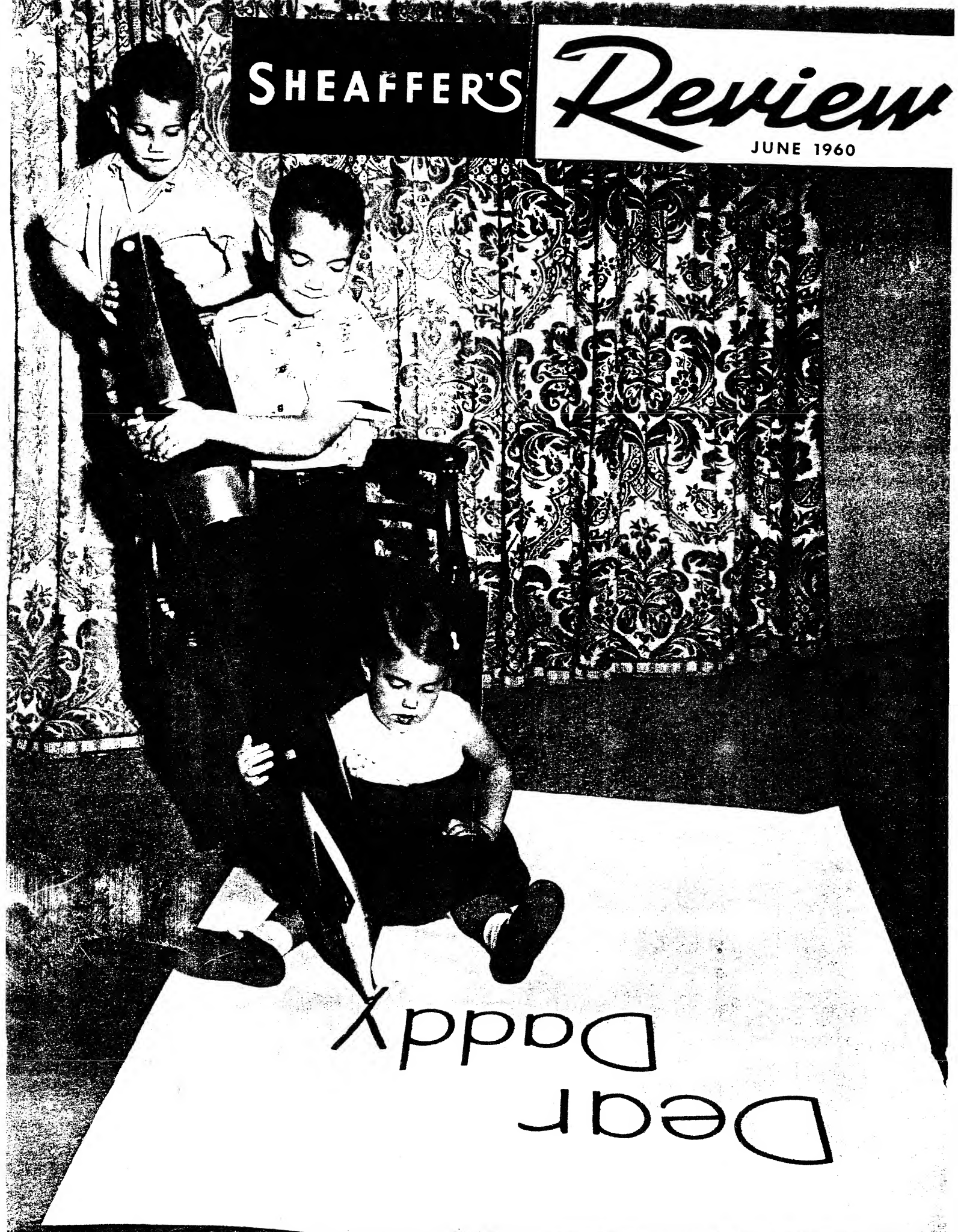


SHEAFFER'S

# Review

JUNE 1960



Dear  
Daddy

# SHEAFFER'S

## REVIEW

Vol. 13          June          No. 5

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Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

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EDITOR - - - DICK PRIEBE

### *On The Cover*

At least one day every June, dad gets a little more than his due from mother and the youngsters. For our cover picture, we used a giant sized PFM pen and an equally giant sized Father's Day card to illustrate the point. In this case, dad is Tom Frantz, Patent Department, and the youngsters—who so nicely posed for the Review camera—are (from the top) Keith, 1, Terry, 7, and Jo Dee Lynn, 3.

### *From the editor's notebook . . . .*

PARKINSON'S SECOND LAW—When we were youngsters, and mother gave us a dime to buy candy, we invariably came home with a sack containing exactly a dime's worth. (Once upon a time, a dime did buy a sack of candy). And if we were on our best behavior and got 15 cents the next time, it seldom occurred to us to still buy only a dime's worth and save the extra nickel for a youthful rainy day. Just as invariably, we'd come home with a slightly larger sack of candy.

Now that we're grownups, the same thing applies. How many times have we wondered where the money goes. Because somehow, by month's end, we've pretty well managed to wipe the old bank account clean.

An economist called Parkinson has come up with a law describing this sort of thing. He says, simply, that "expenditures rise to meet income."

Isn't it a fact—whether it be youngsters going to the store for candy, families trying to make sense out of the monthly budget, or Uncle Sam figuring out ways to spend more of our tax dollars.

\* \* \*

SHEAFFER ON DISPLAY—Our company display won an honorable mention at the annual New York Stationers Show, held last month. This is the second straight year our display has been recognized as one of the best in the show, which is attended by dealers from all over the nation. The display was designed under the direction of Mike Guillot, sales manager of the eastern region.

A display which traces the development of our writing instruments through the years is among these now being shown at the Franklin Institute in Philadelphia. Before going to Philadelphia, it was included in an industry exhibit sponsored by the U. S. Patent Office, Washington, D. C. The display was prepared by the Public Relations Department.

\* \* \*

NAMES IN THE NEWS — Roy Neal, Laboratory, has an article on the history of inks in the July issue of American Ink Maker . . . John Wise, sales manager of the International Division, had a lead role in a production of the recent Broadway musical, "Bells are Ringing," presented this month in Burlington.

## The Enigma of Social Security

**T**HIS YEAR, Sheaffer employees will send up to \$144 apiece to Washington as tax payments for the Social Security program. The company will send an equal amount, making a total of as much as \$288 per employee.

This is a fair sized chunk of cash. And the chunk will grow larger in the years immediately ahead, because the Social Security tax is scheduled to go up in 1963, 1966 and 1969—reaching 4½ per cent of annual earnings up to \$4,800. (The present level is 3 per cent.)

Where does the money go? What will Sheaffer employees get for it?

The answer to these questions isn't as simple as we might suppose. For example, it isn't true that this money is put into accounts for us to be paid when we reach the eligibility age for Social Security payments. This is a pretty general misunderstanding concerning Social Security—one that is even included in various school text books.

The truth is that the money Sheaffer employees are now sending to Washington is going to the people who are now drawing benefits. If we are to draw benefits, it will have to be collected from future wage earners—our children and their friends. They, in turn, will get benefits from money sent to Washington by our grandchildren. And so on.

What we will get from Social Security? The truth is, we can't be sure. The benefits are spelled out in laws passed by Congress, it's true, but these laws can be changed at any time. They could be far different when we become eligible for benefits than they are today. Actually, they'll be determined by what our children and grandchildren are willing to pay in Social Security taxes. Every time benefits are increased, these taxes must eventually go up, and future generations could decide to draw the line. In that case, benefits would either have to be reduced or the program would go broke.

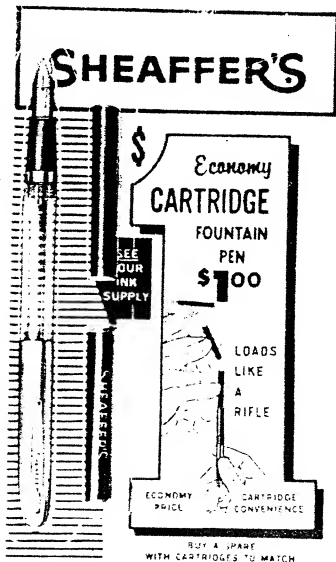
By the same token, it isn't true to say that we'll get back in benefits as much or more than we pay into the program. In addition to the fact that benefit payments could change radically, no record of any kind is kept in Washington of how much each of us is paying in. It's the amount of our earnings over a period of years rather than the amount of our tax payments that determines how much we're entitled to.

On top of all this, the factor of inflation must be considered. If inflation continues in the future as it has in the past 20 years, the dollars we get in benefits will be worth less—and possibly a great deal less—than the dollars we're now paying in.

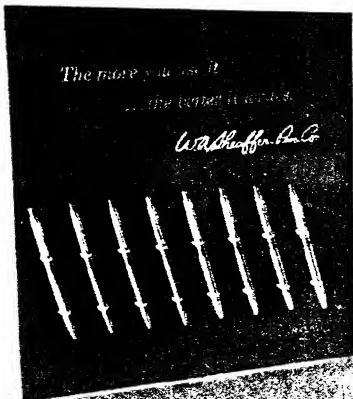
## New Products



Our "Target" ensemble is a new entry in the medium price field. The pen and pencil have trim, modern lines similar to the styling of our PEM pen but are standard in size. The pen is \$8.75; the ensemble, \$12.75.



The Popular Price Division's new \$1 cartridge pen (see story on page 7) is bubble packed on a 4 x 7 inch card with two free Skrip cartridges.



The Retail Division has developed this new counter display for our all-metal \$2.95 ballpoints. It places the accent on quality through clean design and rich black and gold colors.

## Lawlor, Sirois Discuss Promotions



ED LAWLOR (left) points to the location of our subsidiary in Sao Paulo, Brazil, where he will take over the position of plant manager after July 1. With him is Herb Sirois, who replaces Ed as manager of the Metal Fab, Desk Stand and Plating Departments.

## Attention Camera Fans . . .

### 8th Annual Photographic Contest Begins

The eighth annual photographic contest for Sheaffer employees has officially begun. So on your marks, and happy focusing.

Again, the contest is open to Sheaffer employees throughout the world. It will close September 15, and winners will be announced in the November issue of the Review.

Prizes will be awarded in three classes—black and white prints, color prints and color slides. The first prize in each class will be a \$25 savings bond. (If the winner is from outside the United States, the purchase price of a bond will be given in cash). Second prize winners will receive checks for \$10; third prize winners will receive checks for \$5. Duplicate prizes will be awarded in case of ties. Pictures which have special merit but which are not awarded prizes will receive honorable mention.

Judges will be members of the activities committee. Judging will be done by number, so that names will not be involved until winners have been selected. The decision of the judges will be final.

There is no limit on the number of prints each employee may enter. Entries should be sent to the Public Relations Department, Ft. Madison. Write your name and department number or address on a slip of paper and attach the slip to each entry. Do not write your name on the backs of pictures or on slides.

Any picture taken by an employee since last year's contest closed will be eligible for a prize. Prints that have been retouched in any way will be disqualified.

All entries will be returned to their owners as soon as the winners have been announced.





GEORGE Beck and Vic Sharpe, both of whom retired recently, were honored by their fellow members at the May Management Club meeting. Vic was unable to attend, but Mr. Beck is shown (above, left) receiving a plaque from President Dick Canella. He was also presented with special cuff links which are facsimiles of our PFM pen nib. Vic received a fishing rod and reel. A buffet dinner was served, and part of the hungry crowd is shown in the picture at the right.



JIM Yeast (left) and Ade DeHaan, co-chairmen for this year's 10th annual Accounting Department golf tournament, examine the coveted trophy which goes to the winner. The tourney was scheduled for June 25 at the Burlington Country Club.



RECENTLY elected officers of the Management Club are (left to right) John Kiersey, secretary-treasurer; Clint Dodds, chairman, and Babe Serangeli, vice-chairman. They will officially begin their duties with the September meeting.

## News in Pictures

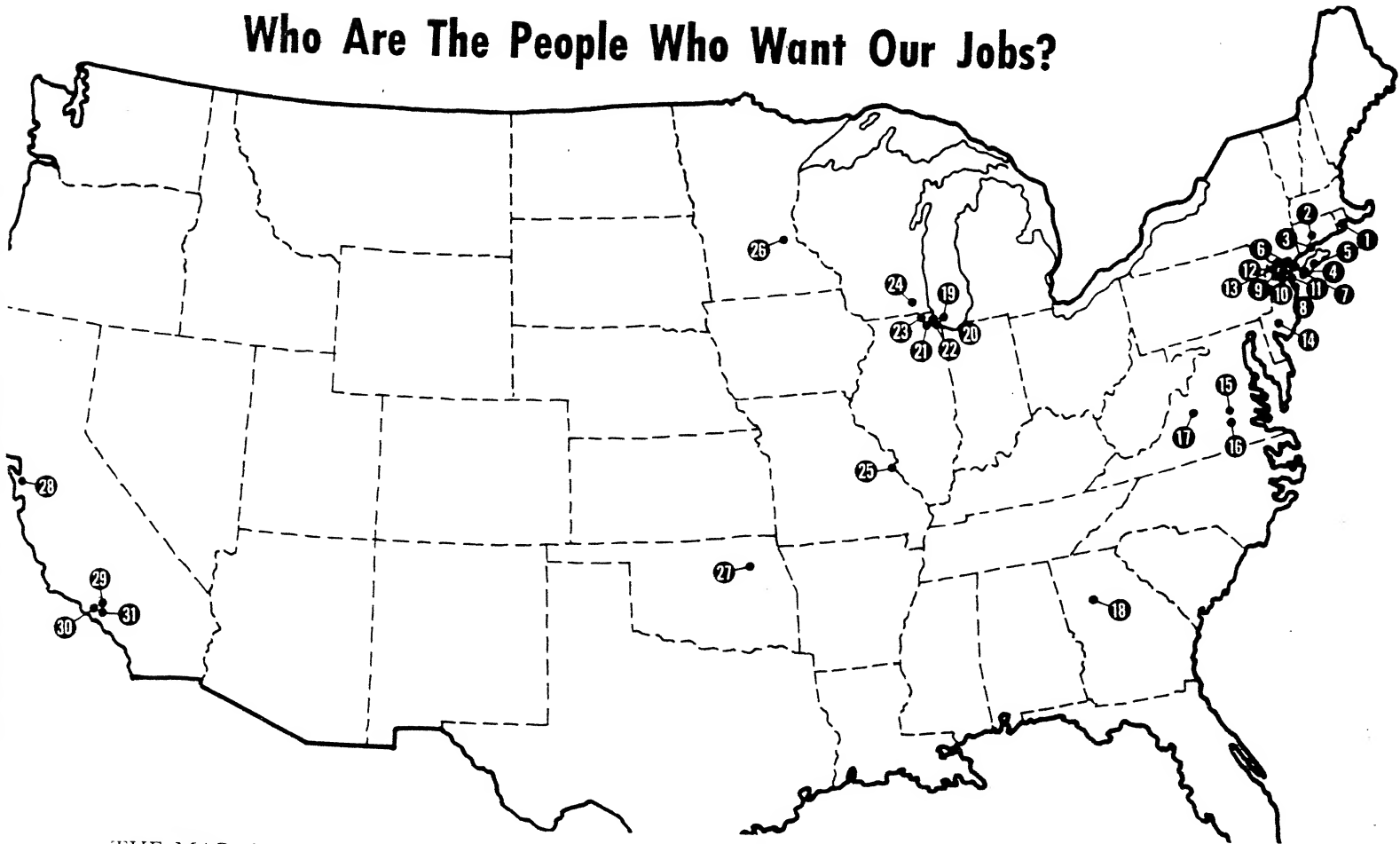


KEN Sorenson, second from right in back row, took championship honors in the annual men's golf tournament last month, carding a 75. Winners in other flights were (front row, left to right) Jim Emerson, John McMickle, John Gamble and Norm Hatala; second row (from left) Dick Canella, Dale Yautis and Ray Stober.



EMPLOYEES of the Tool and Die Division planned this year's men's golf tournament. Committee members included (left to right) Ken Sorenson, Norm Hatala and Willard Phillips.

# Who Are The People Who Want Our Jobs?



THE MAP above shows the location of some of the companies with whom we compete for sales of fountain pens and ballpoint pens. The companies are listed in the table below, with numbers corresponding to those shown on the map.

This is a lot of competition. It is tough competition. And, on top of it, a list of these companies does not begin to tell the competition story. There are over 252 other firms that manufacture or sell writing instruments and accessories. And that's not all, because we also compete with all of the companies selling gift items—watches, jewelry,

small appliances, etc. The complete list would be a very long one, indeed, including thousands of firms in many industries.

However, the firms shown on the map make a good starting point, so we'll stick to them only in this article.

There are some things about these companies which are important to every Sheaffer employee. Among them are:

- (1) The employees who design, engineer, manufacture

*(Continued on Page 8)*

## These Are Some Of Our Major Competitors

Company	Products	Plant Location	Company	Products	Plant Location
1. A. T. Cross Pencil Co.,	Ballpoint Pens.	Providence, R. I.	15. Remie Arnold Pen Co., Inc.,	Fountain & Ballpoint Pens.	Petersburg, Va.
2. Waterman-Bic Pen Corp.,	Fountain & Ballpoint Pens.	Seymour, Conn.	16. Tuckersharpe Pen Co.,	Fountain & Ballpoint Pens.	Richmond, Va.
3. Waterbury Pen Co.,	Ballpoint Pens.	Stratford, Conn.	17. Essex Corp.,	Fountain & Ballpoint Pens.	Charlottesville, Va.
4. Burnham Products Corp.,	Ballpoint Pens.	Long Island City, N. Y.	18. Scripto, Inc.,	Fountain & Ballpoint Pens.	Atlanta, Ga.
5. Columbia Pen & Pencil Co.,	Ballpoint Pens.	Long Island, N. Y.	19. Paper-Mate Co.,	Ballpoint Pens.	Chicago, Ill.
6. Alva Pen Co.,	Fountain & Ballpoint Pens.	New York, N. Y.	20. Autopoint Co.,	Ballpoint Pens.	Chicago, Ill.
7. Venus Pen and Pencil Corp.,	Fountain & Ballpoint Pens.	New York, N. Y.	21. Fisher Pen Co.,	Ballpoint Pens.	Forest Park, Ill.
8. Ferber Corp.,	Ballpoint Pens.	Englewood, N. J.	22. Sanford Ink.	Ballpoint Pens.	Bellwood, Ill.
9. All Rite Pen, Inc.,	Ballpoint Pens.	Hackensack, N. J.	23. Eversharp, Inc.,	Fountain & Ballpoint Pens.	Arlington Heights, Ill.
10. David Kahn, Inc.,	Fountain & Ballpoint Pens.	North Bergen, N. J.	24. Parker Pen Co.,	Fountain & Ballpoint Pens.	Janesville, Wis.
11. General Pen Co.,	Ballpoint Pens.	Jersey City, N. J.	25. Ritepoint Co.,	Ballpoint Pens.	St. Louis, Mo.
12. Ketchum & McDermott, Inc.,	Ballpoint Pens.	Roseland, N. J.	26. Brown & Bigelow,	Ballpoint Pens.	St. Paul, Minn.
13. Koh-I-Noor Pencil Co.,	Ballpoint Pens.	Bloomisbury, N. J.	27. Changepoint, Inc.,	Fountain & Ballpoint Pens.	Tulsa, Okla.
14. Esterbrook Pen Co.,	Fountain & Ballpoint Pens.	Camden, N. J.	28. Anja Engineering Corp.,	Ballpoint Pens.	Monrovia, Calif.
			29. Lindy Pen Co.,	Ballpoint Pens.	Culver City, Calif.
			30. Bert M. Morris Co.,	Ballpoint Pens.	Los Angeles, Calif.
			31. Micropoint Pen Co.,	Ballpoint Pens.	Sunnyvale, Calif.

# Sheaffer Bowling Champions



MEMBERS of the Pen Point team, which won the women's league championship, are (left to right) Audrey Edlen, Eulah Tull, Elaine Buecker, Betty Chack, Rosemary VanStrander and Lorena Wilcox.

LORENA Wilcox is not only Sheaffer's top woman bowler, but one of the best in the midwest area, with several fine tournament performances to her credit. She had a 182 average, a 636 series and a 266 game in the women's league, tops in all three departments.



BOB Consbrock (left) had the high series, 591, and the high average, 178, in the men's league. Wayne Hughes hit the high game, 247.



INDIVIDUAL prize winners in the men's tournament were (left to right) Bud Weber, John Azinger and Orville Richardson. Bud took the all-events title, Orville won the singles championship, and John and Orville combined to win the doubles crown.



MARTHA Merschbrock and Harold Moore won the mixed doubles tournament with a 1315 count.



THE Pen Point team won the men's league championship. Members are (left to right) Ken Mason, Barney Barnes, Al Hetzer, Raleigh Hensley and Bob Consbrock.



THE men's tournament team title went to Development. Team members are (front row, left to right) Lynn Martin, Paul Riley, Lee Ross and Bud Weber, and (back row, left to right) Tom Frantz, Darrell Adam, Lewis Hansen and John James.

## New Popular Price Product . . .

# \$1 Cartridge Pen Is Introduced

The Popular Price Division has introduced a \$1 cartridge pen, patterned after the student special pen featured in our recent school promotions. (See picture on page 3.)

It is the lowest priced pen ever to be generally distributed by the company, and it moves us more firmly into the mass, impulse writing instrument market.

The new pen, called Sheaffer's Special Cartridge Pen, is bubble-packed on a colorful 4 x 7 inch card, together with two free Skrip cartridges. Barrels are clear, red, blue and green, featuring visible ink supply, and a choice of fine or medium points is offered.

The pen is being distributed through wholesalers and chains, as are all other writing instruments and accessories marketed by the Popular Price Division. An attractive banner for either window or in-store posting is available to help retailers promote the pen.

## Fringe Benefits Total Over 40c Per Wage Dollar

Profit-sharing and other fringe benefits received last year by hourly and piecework employees again represented more than 40 cents for each dollar they received in regular wages, according to a recent report from the Finance Division.

About 30 cents of this amount was direct "take home in check," including vacation pay, holiday pay, profit-sharing and rest periods.

Throughout the nation, all employees again received an average of about 20 cents per wage dollar in fringe benefits last year.

## 150,000 Students Enter Scholastic Writing Awards

About 150,000 junior and senior high school students entered this year's Scholastic Writing Awards, which our company has sponsored for the last six years.

It is America's largest creative writing competition for students. Prizes of cash, Sheaffer cartridge pens, gold keys and merit certificates are awarded for the best entries in 10 writing classifications. More than 450 students from 45 states, Mexico and the Philippines won awards and commendations this year.

The competition, and our sponsorship of it, are widely publicized in newspapers and magazines, and on television and radio. Early in June, clippings had been received from newspapers in over 60 cities, and interviews and stories had been carried on 55 radio or TV stations.

## Sheaffer Pens To Be Shown In Yugoslavia

Our latest back-to-school promotion is going international to help tell the story of America's free enterprise system to people behind the Iron Curtain.

The Popular Price Division's new store-wide back-to-school display will be part of a completely stocked American drug store to be installed at the International Trade Fair in Zagreb, Yugoslavia, in September. It will illustrate typical effective and efficient retailing under the free enterprise system.

## News Notes

Five representatives of the employee women's bowling league took third place in the recent 10th annual Gem City Team Tournament in Quincy. They are Lorena Wilcox, Betty Chock, Rosemary VanStrander, Martha Merschbrock and Agnes Manka. They received the tournament trip for having the top five averages in regular league play.

\* \* \*

Our company has joined with American Girl, official publication of the Girl Scouts of America, in an "Autograph Fashions" promotion directed to America's eight million subteen girls.

Sheaffer writing instruments were featured last month at the magazine's sixth annual Sub-Teen Fashion and Merchandising clinic in New York, attended by buyers and merchandise managers from major stores across the country. Promotional materials with which they can tie our writing instruments in with their fashion displays are being made available.

Our pens will also be shown prominently on the cover and inside fashion pages of American Girl's August and September issues.

\* \* \*

This year's Rodeo float will be designed and constructed by Stock Room and Warehouse employees. Bill Groene and Kenny Hart are co-chairman.

\* \* \*

In the last Review, the divisional assignments of Dick Mulhaupt and Dick Wagner were transposed in the regional sales map on page 6. Mulhaupt is retail sales manager in the Western Region and Wagner is popular price sales manager.

## The Question Box

QUESTION: "What do you think is the most important reason Americans should vote in all elections?"



NEOMA STODGELL, Ballpoint—The United States is our country and it is up to us, the people, who our leaders are and what they stand for.

ALFRED KROGMEIER, Screw Machine—We have the right to vote for the man we think will do the best for our country; let us keep it that way.



EVELYN KUHLL-JUERGEN, Skrip—It is our duty as American citizens. By this important privilege, we elect the candidates of our choice.

HAROLD WAGNER, Skrip Shipping — I think that in a Democratic form of government, where you can vote for the man of your choice, living standards are a lot higher than where they don't vote.



AL KRUEGER, Skrip — Americans should vote in all elections because it is our duty, and to insure that we have the best government.

KAROLENA ORR, Ballpoint—We should be thankful that we have a system in which we have a chance to choose our own law makers, by voting for the party or persons of our choice.



Bulk Rate  
U.S. POSTAGE  
**PAID**  
4¢ Ft. Madison, Iowa  
PERMIT No. 12

## Election Prediction Winners Get Checks



WINNERS of the primary election prediction contest receive their checks from Executive Vice-President Leon Black. Left to right are John Azinger, Quality Assurance, second, \$25; Dorothy Hoenig, IBM, fourth, \$10; Tillie Meister, Legal, third, \$15; and Norma Smith, Maintenance, first, \$50.

## Who Wants Our Jobs? *(Continued from Page 5)*

and sell writing instruments for these companies are highly competent. Each one of us is competing with a counterpart at these other companies, and he knows his job and does it well. It isn't easy for us to do better.

(2) The writing instruments manufactured by these companies are quality products. Again, it isn't easy to improve on this quality.

(3) The employees at these com-

panies want to take our customers away from us, because this means more profit and more job security for them. This is why they constantly try to do a better job than we do in producing and selling their products.

(4) We can't stand still and stop lowering costs where possible, improving quality, designing new products, selling more aggressively. If we do, the employees at these other companies will pass us by.

## Sheaffer Good Neighbors . . .

Grover Senf actually has two full-time jobs. One is as a tool and die maker in the Tool Room; the second is as minister of the Assembly of God Church in Farmington.

The activities of the second job range far beyond conducting weekly services, and include a wide variety of projects.



For example, Grover is president of the Farmington Ministerial Alliance and president of Christ Ambassadors of Southeastern Iowa, an organization for young people. Because of his speaking ability, he is often asked to appear before various gatherings, and he has been a Memorial Day speaker in three of the last four years.

Grover's chief hobby is ventriloquism, and he uses this ability to excellent advantage in church work. For example, in his frequent appearances before young people, he uses his dummy (named Percy) to help dramatize Bible stories.

Grover has been an employee for nine years. He and Mrs. Senf (Marjorie) have six children, four girls and two boys.

## Service Anniversaries

### — 5 YEARS —

John Bowers . . . . .Occupancy-G  
Annette Davis . . . . .Gen. Adm. Oper.  
Joseph Eberhardt, Jr. . . . .Salesman  
Charles Goedtke . . . . .Salesman  
Robert Pauley . . . . .Salesman  
Marlene Richers . . . . .Market Research  
Shirley Thiem . . . . .Public Relations  
Gerald Wilson . . . . .Laboratory

### — 10 YEARS —

Janet Cruikshank . . . . .Metal Fab  
Harry Dusenberry . . . . .Occupancy-G  
Edward Senn . . . . .Tool

### — 15 YEARS —

Lola Gares . . . . .Service  
Matthew Kennedy . . . . .Salesman  
Mary Richers . . . . .Molding  
Robert Thomas . . . . .Legal

### — 20 YEARS —

Charles Boyer . . . . .Tool  
Wilma Cloud . . . . .Q. Assur. - Pen Point  
Harry Dusenberry . . . . .Plating  
C. H. Finley . . . . .Skrip  
Kenneth Jungbluth . . . . .Salesman  
Ralph Kamp . . . . .Pen Point  
Leroy Super . . . . .Service  
Powell Taapken . . . . .Engineering

### — 25 YEARS —

Karl Dempsey . . . . .Planning  
Louis Holterhaus . . . . .Tool  
Harold Moore . . . . .Desk Stand  
E. Lamar Murray . . . . .Salesman

### — 35 YEARS —

Oscar Senf  
Engineering



Sheaffer's Review